


Product Teardown of Boo : Personality and Dating App

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Overview

About

Boo is a popular dating app in India and is owned by Boo Enterprise Inc. The app is primarily useful for matchmaking— it helps users to connect to a romantic partner of their choice from a plethora of other users according to their preferences.

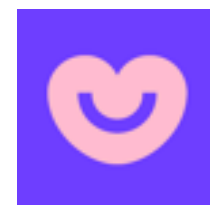
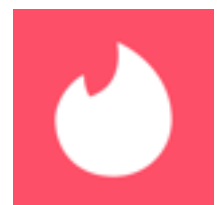
The business model of Boo is based on freemium model, where users can access the basic version of the app for free but with certain limitations. The app generates revenue through a paid subscription called Boo Infinity which provides users with several features some of which include unlimited daily souls, unlimited DMs, read receipts.

Mission

We were using all the dating apps. It was always the same result— going on dates with people we had no chemistry with. We were exhausted from all the wasted time and effort. We made Boo because we knew there was a better way.

Our mission is to create a future in which personality enables our greatest potential, starting with our relationships

Competitors



User Persona

Tanya

25 years old

Female

Resides in Bangalore

Works as an S.D.E

Works for long hours and feels drained once she comes back from work.. After work she likes to read books or watch her favourite shows on Netflix. On her days off, she goes for few drinks in a bar with her friends. She struggles to find time for dating.

Needs

- Wants a serious relationship
- Prefers to find date within the city

Frustrations

- Struggles to find the right match
- Cannot fix a accurate distance radius to find dates

Ayush

20 years old

Male

Resides in Delhi

Undergrad

Most of his time is spent on college lectures, assignments and studies. On his days off, he spends his time reading books or watching anime. He buys stuff for himself with the monthly pocket money he gets.

Needs

- Wants a serious or casual relationship
- Prefers to find date within the city
- Cost-friendly online dating

Frustrations

- Cannot like more souls per day for free.
- Cannot fix an accurate distance radius to find dates

Kunal

27 years old

Male

Resides in Mumbai

Works as a copy-writer

He likes drinking craft beer, eating out and travelling. He doesn't save money — he earns it to spend it. He had a 4 year relationship 6 months ago and now he is looking for a new partner.

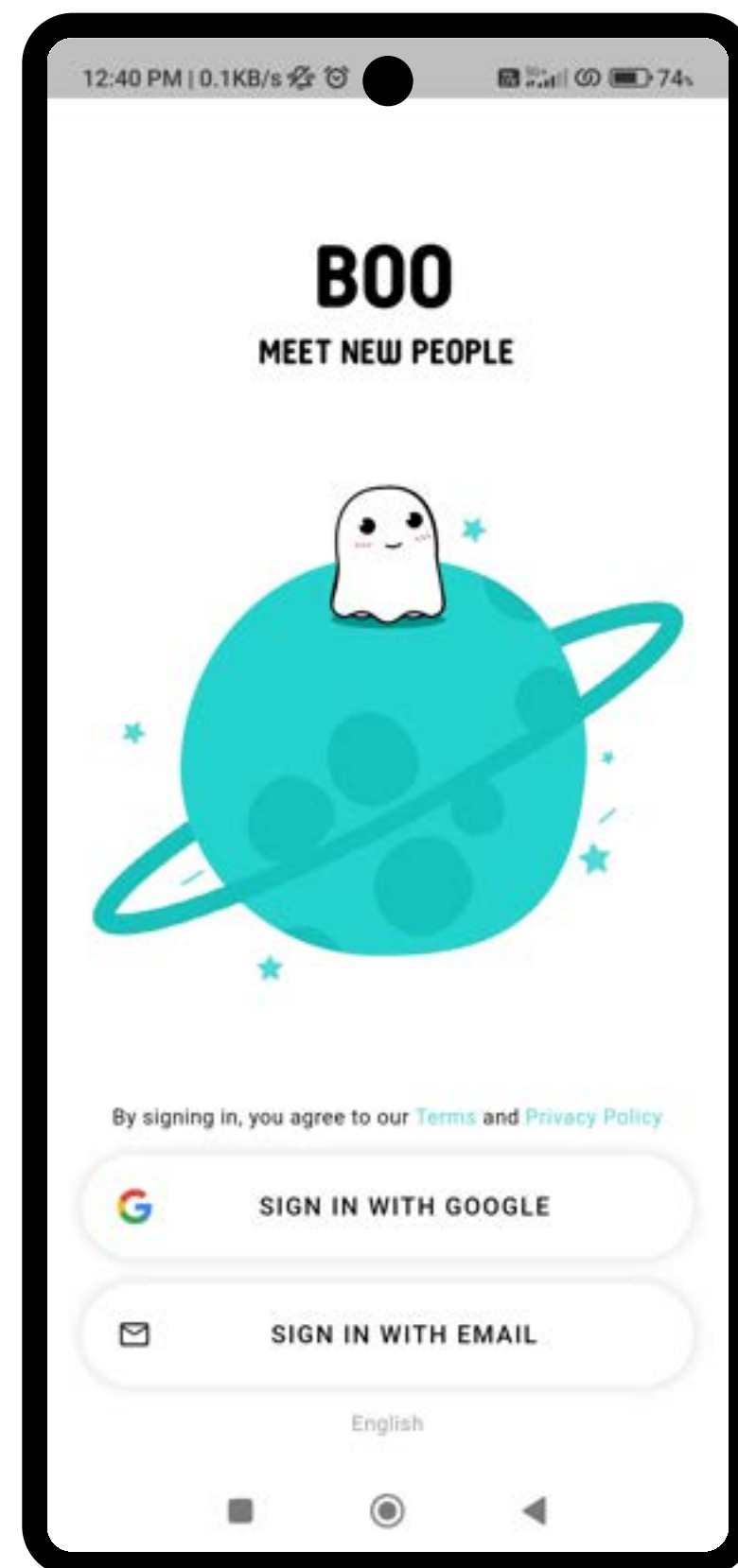
Needs

- Wants a casual relationship
- Prefers to find date within the city

Frustrations

- Struggles to find people with similar relationship goals
- Cannot fix an accurate distance radius to find dates

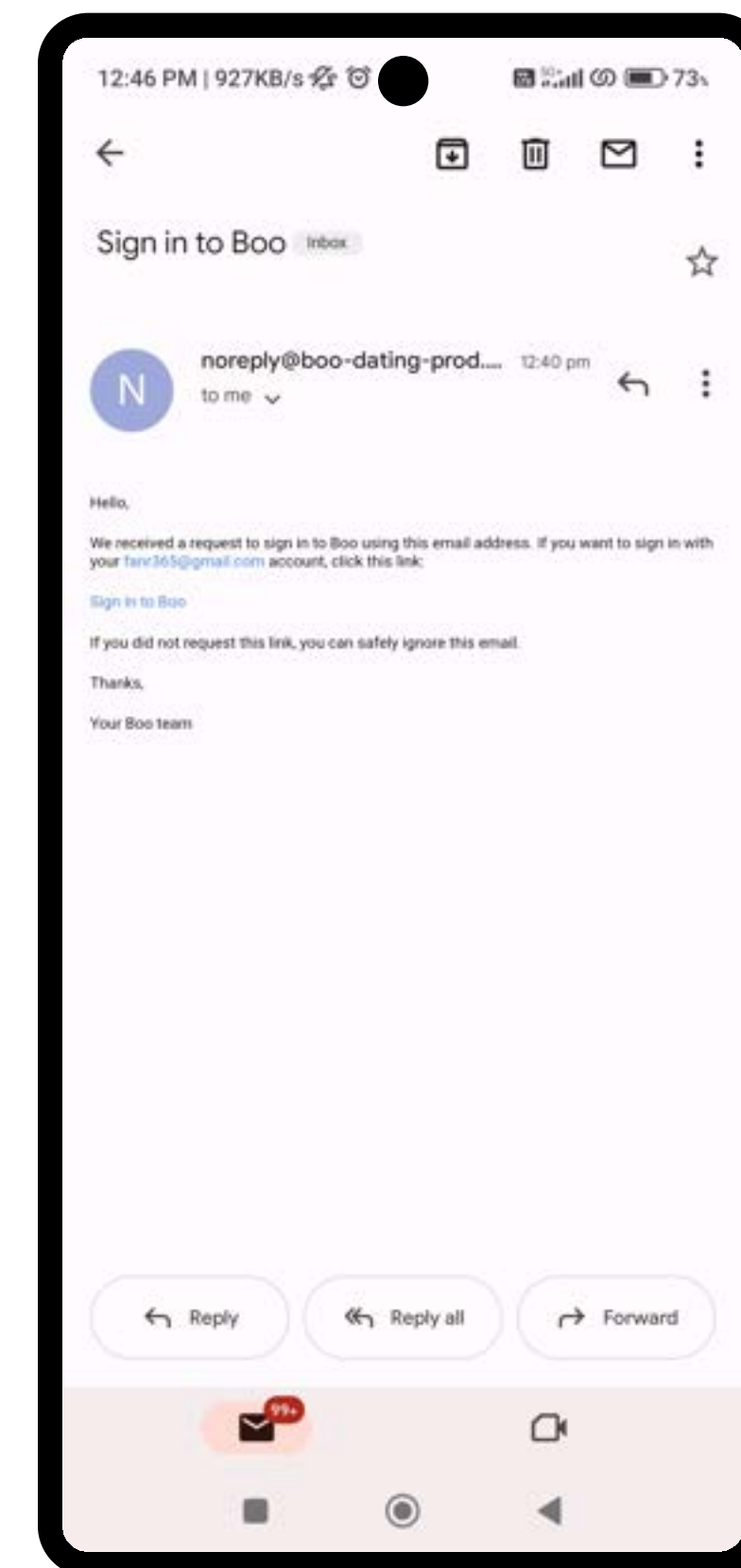
User Journey



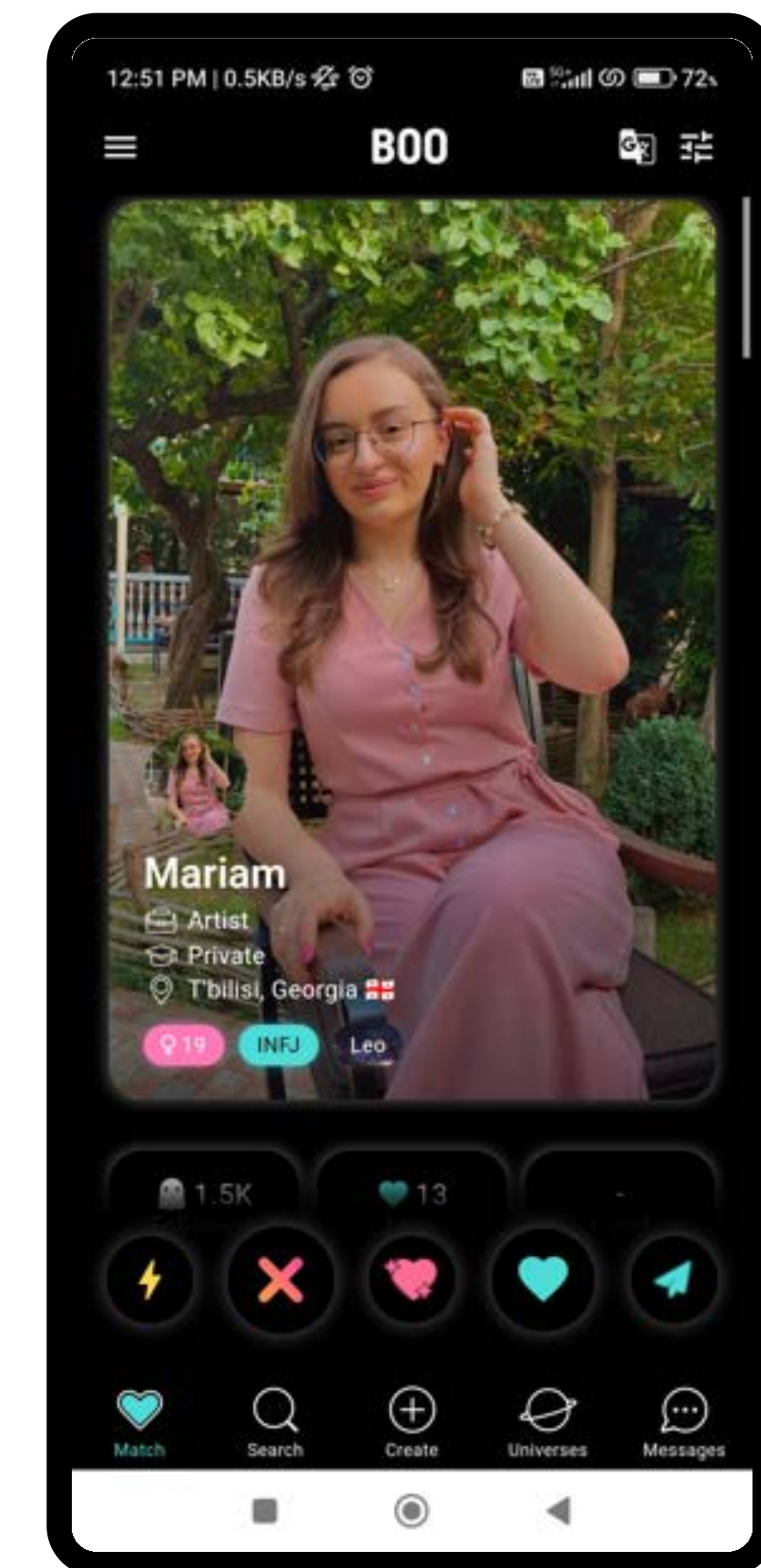
Sign-in/Sign-up screen



Enter e-mail account to signup with Boo

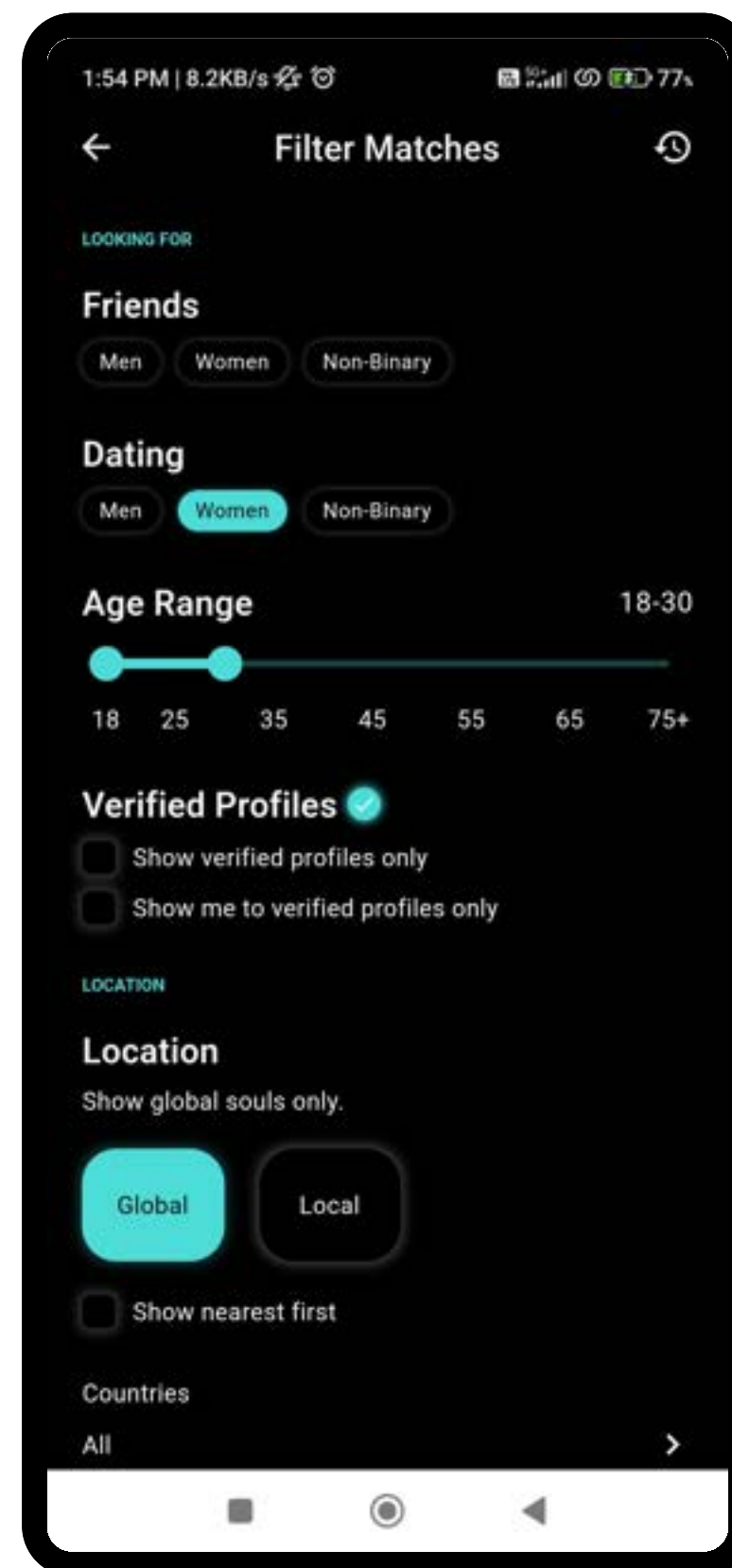


E-mail account verification



Match screen

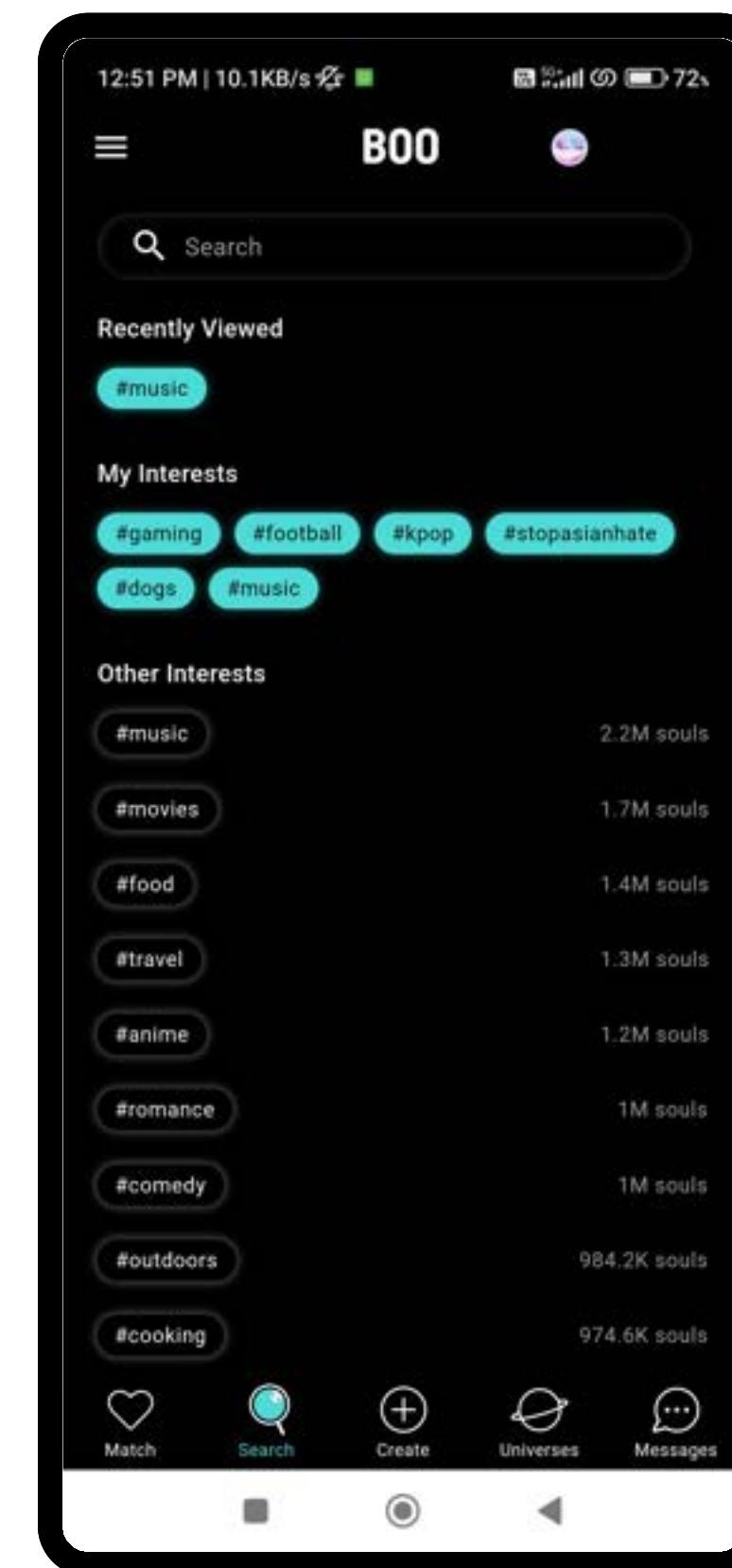
User Journey



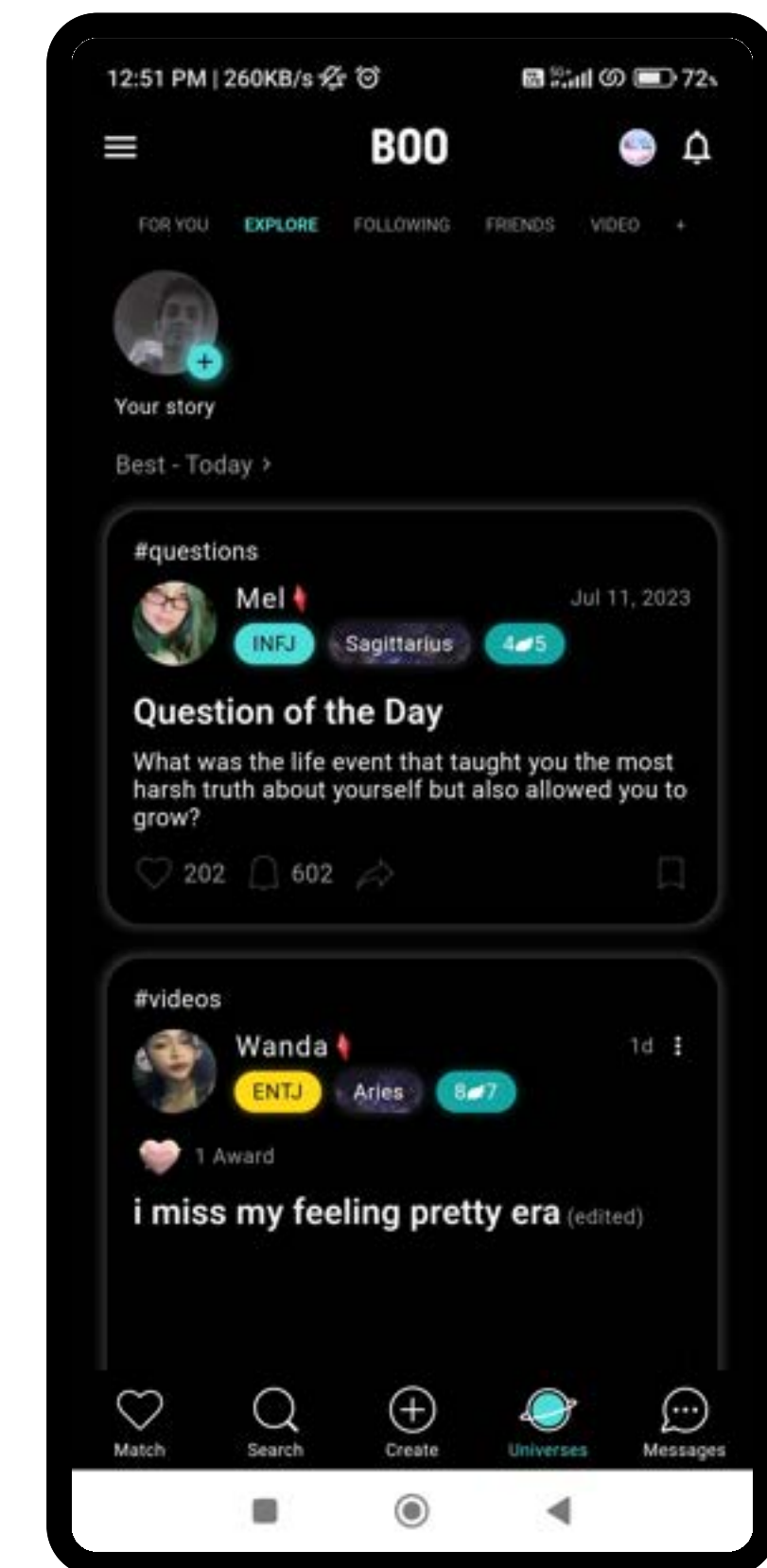
Filter screen



Navigation Menu
screen

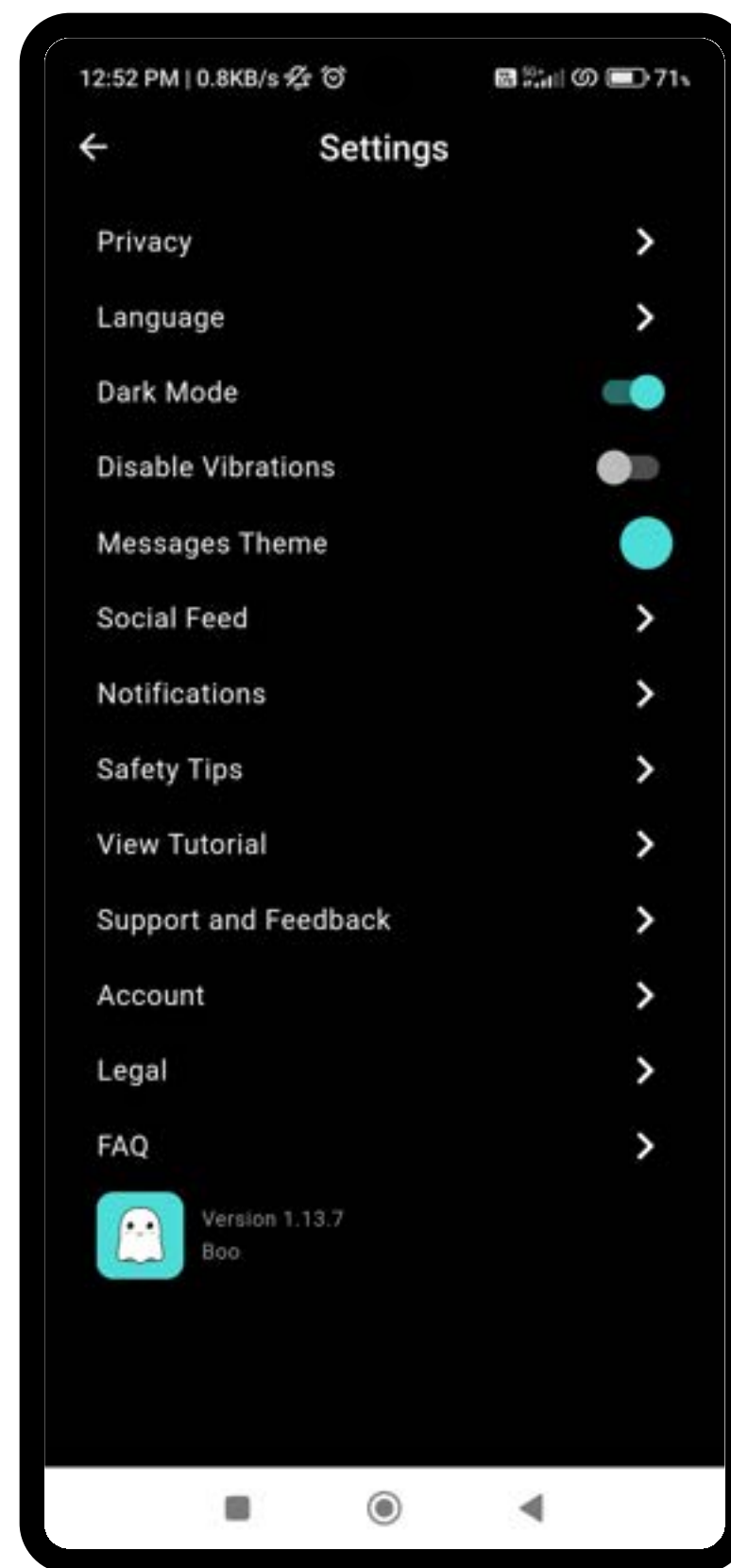


Interests search
screen

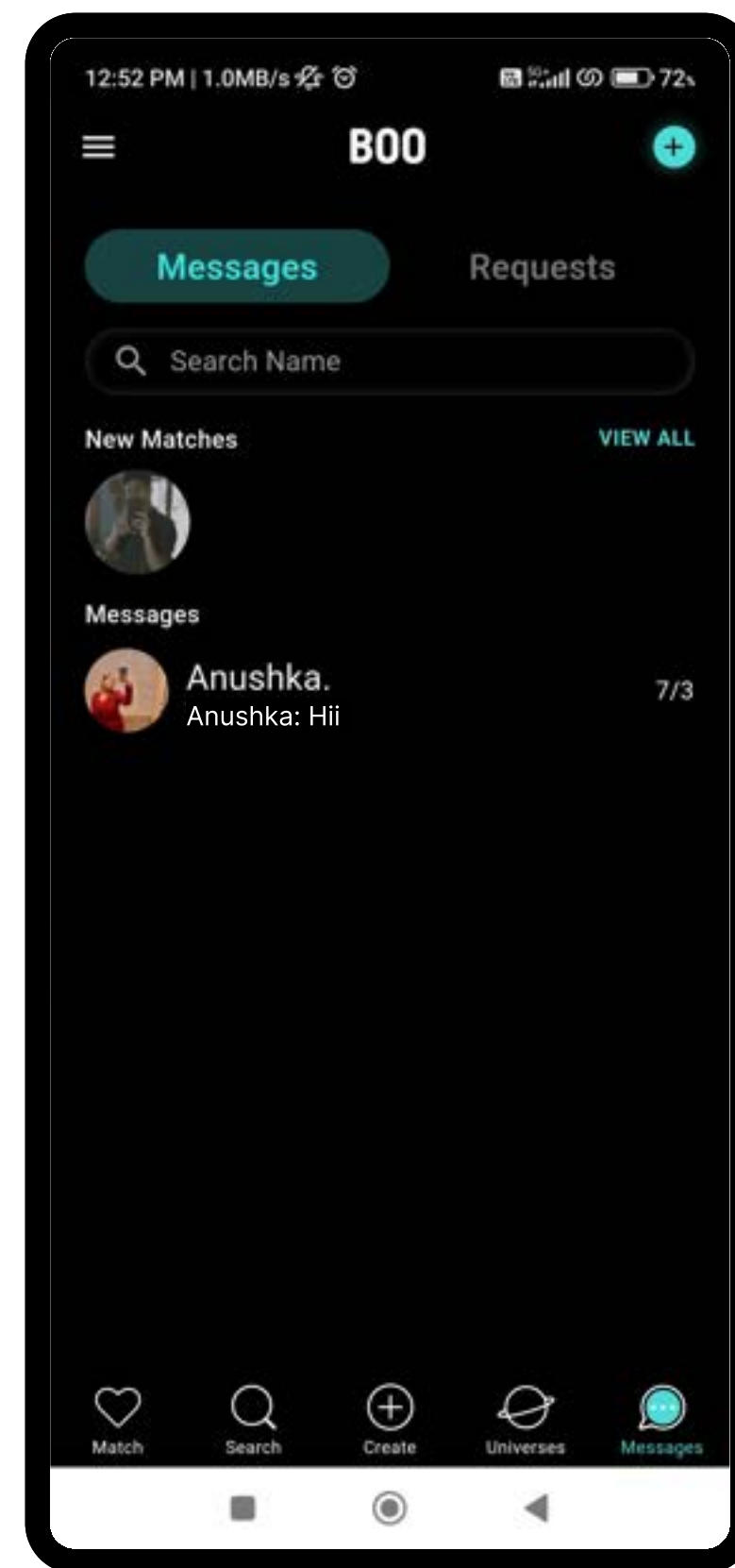


Universes screen

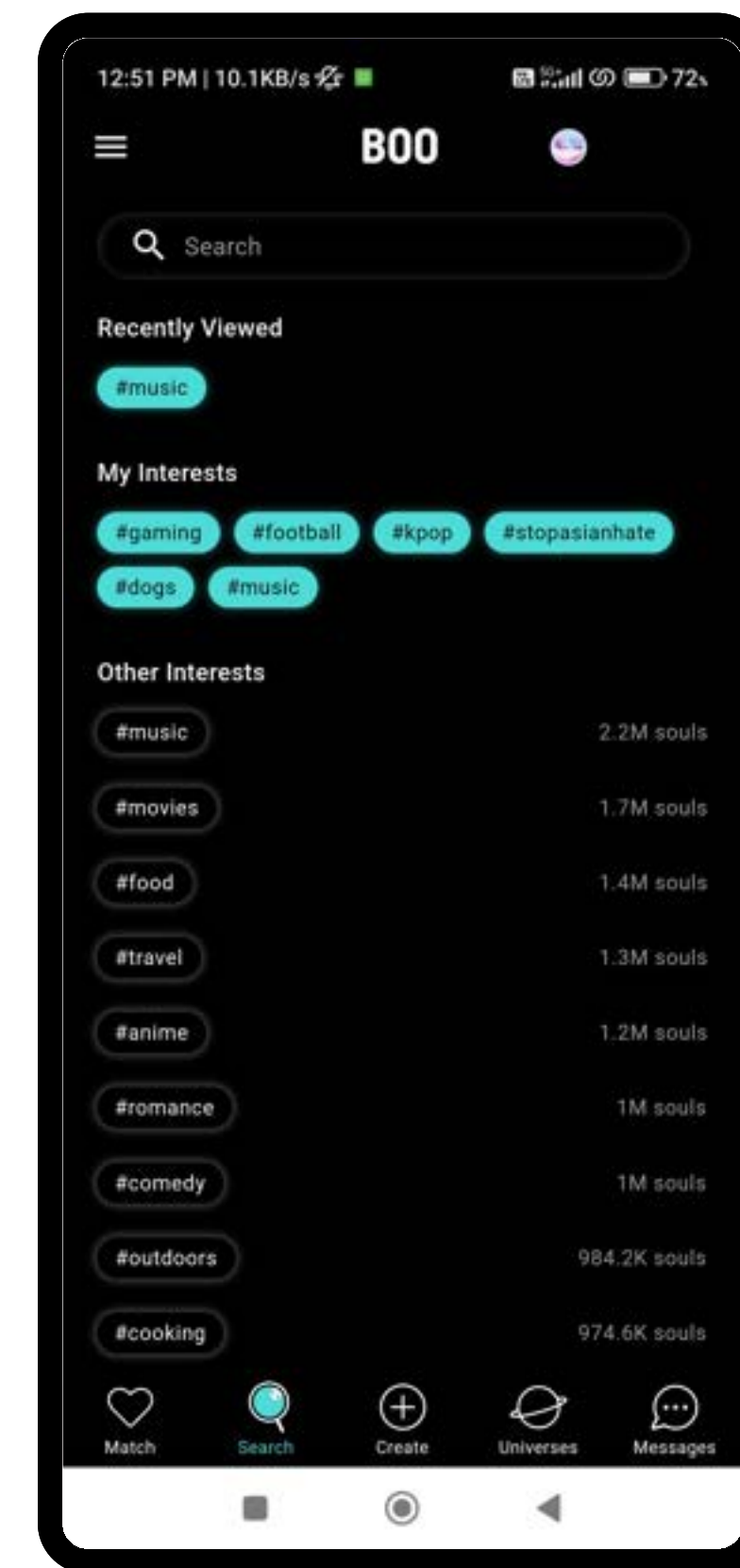
User Journey



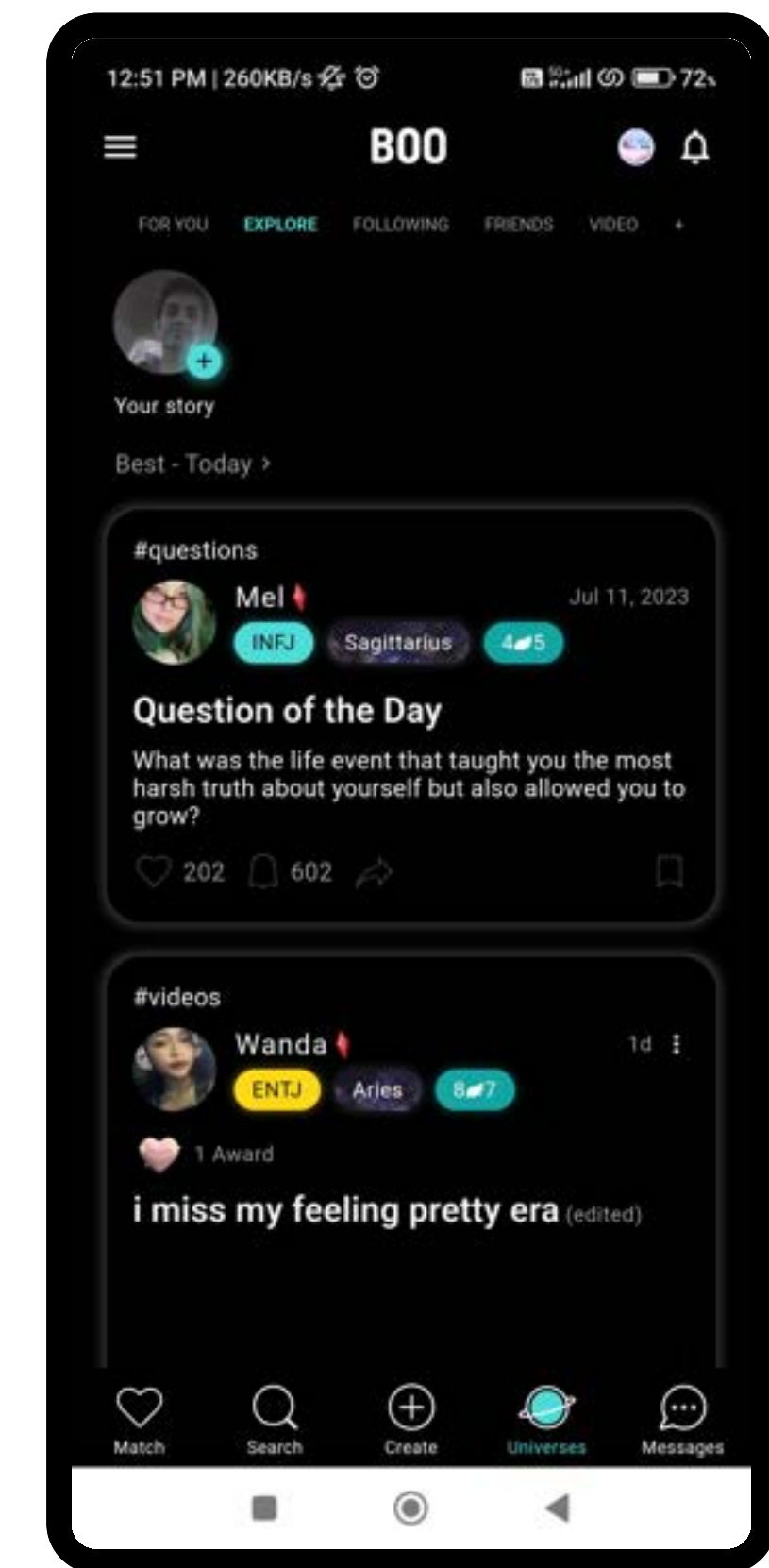
Settings screen



Messages screen



Personalities screen



My Coins screen

Recommendations

1. Allow ads

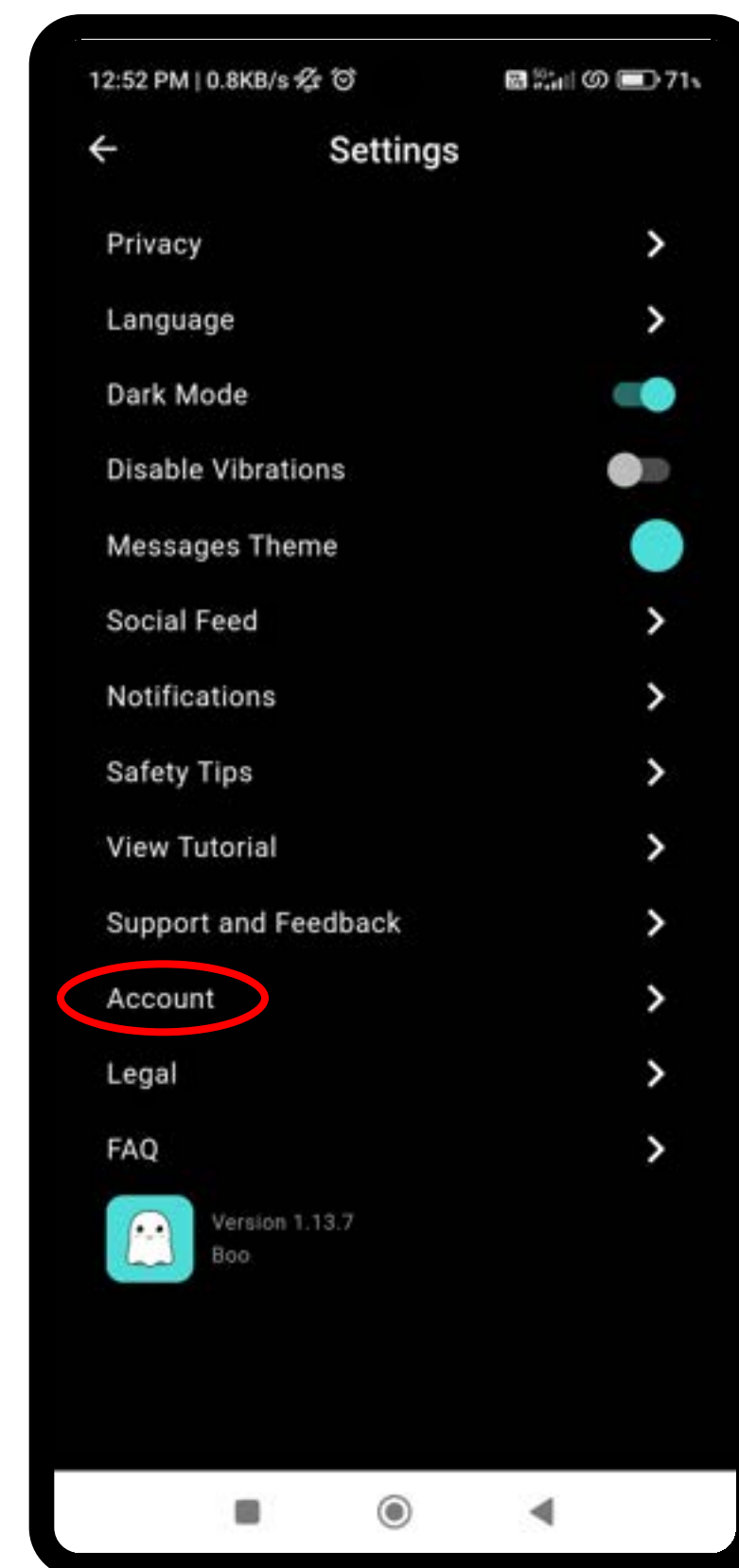
Users will get to choose if they want to see ads to get a greater number of free swipes. On enabling this option, users will see ads in between new souls. If they want to see the advertised product they will like the product, else dislike for closing the ad. If an ad is liked, the user will see ads of similar products from different brands.

How users will benefit

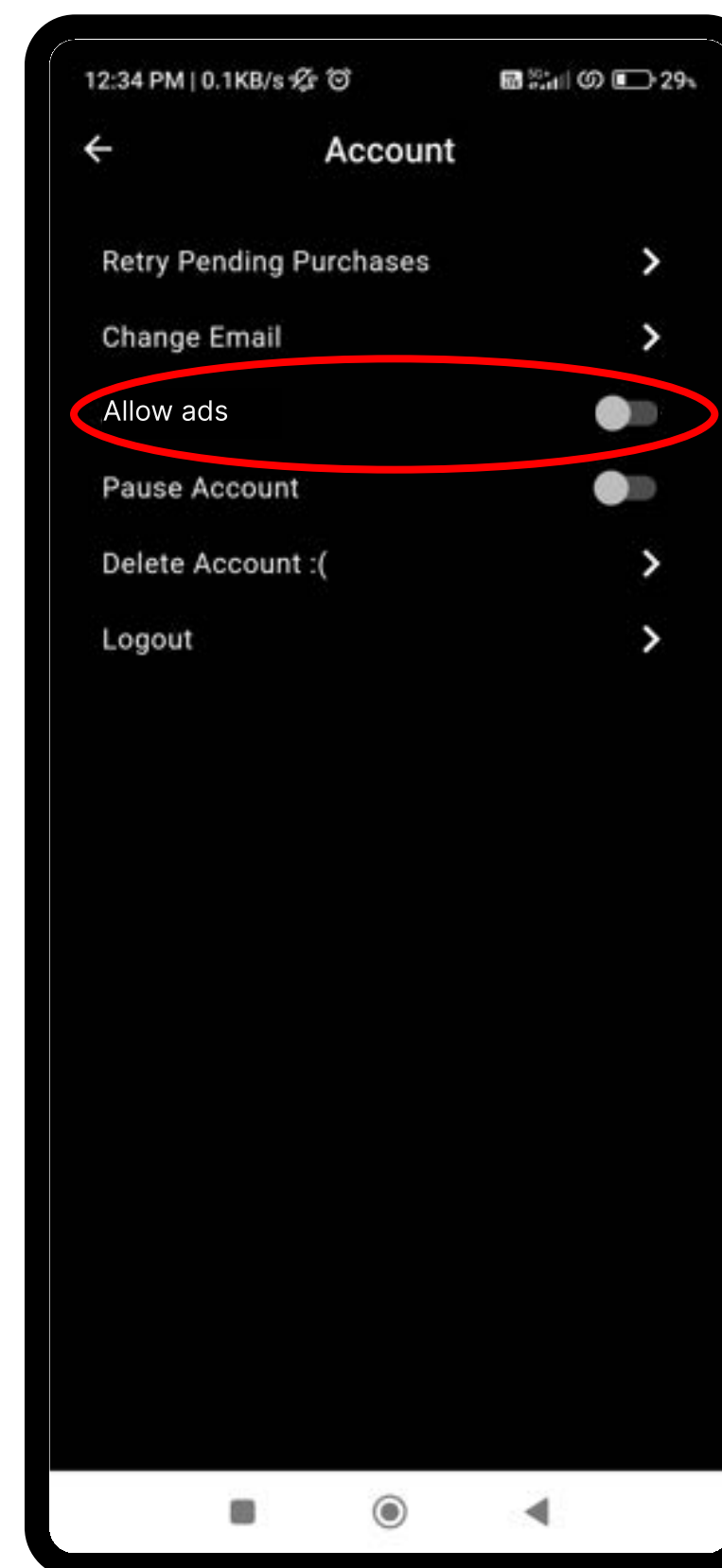
- greater number of right swipes per day
- higher chances of getting a match.

How Boo will benefit

- more user engagement
- more revenue from ads
- further collaborations with other brands which increases potential revenue.



Step 1: In Settings, select "Account" option



Step 2: Select "Allow ads" toggle button to allow/disallow ads

Other buttons — Boost Up, Super Like, DM — will disappear when ad is displayed



"Dislike" button will close the app

"Like" button will send the user to official website of the ad

How Match screen will appear when an ad is displayed

Recommendations

2. Distance Slider

a distance slider will be available in filter screen, where users can look for potential dates within given range of distance.

How users will benefit

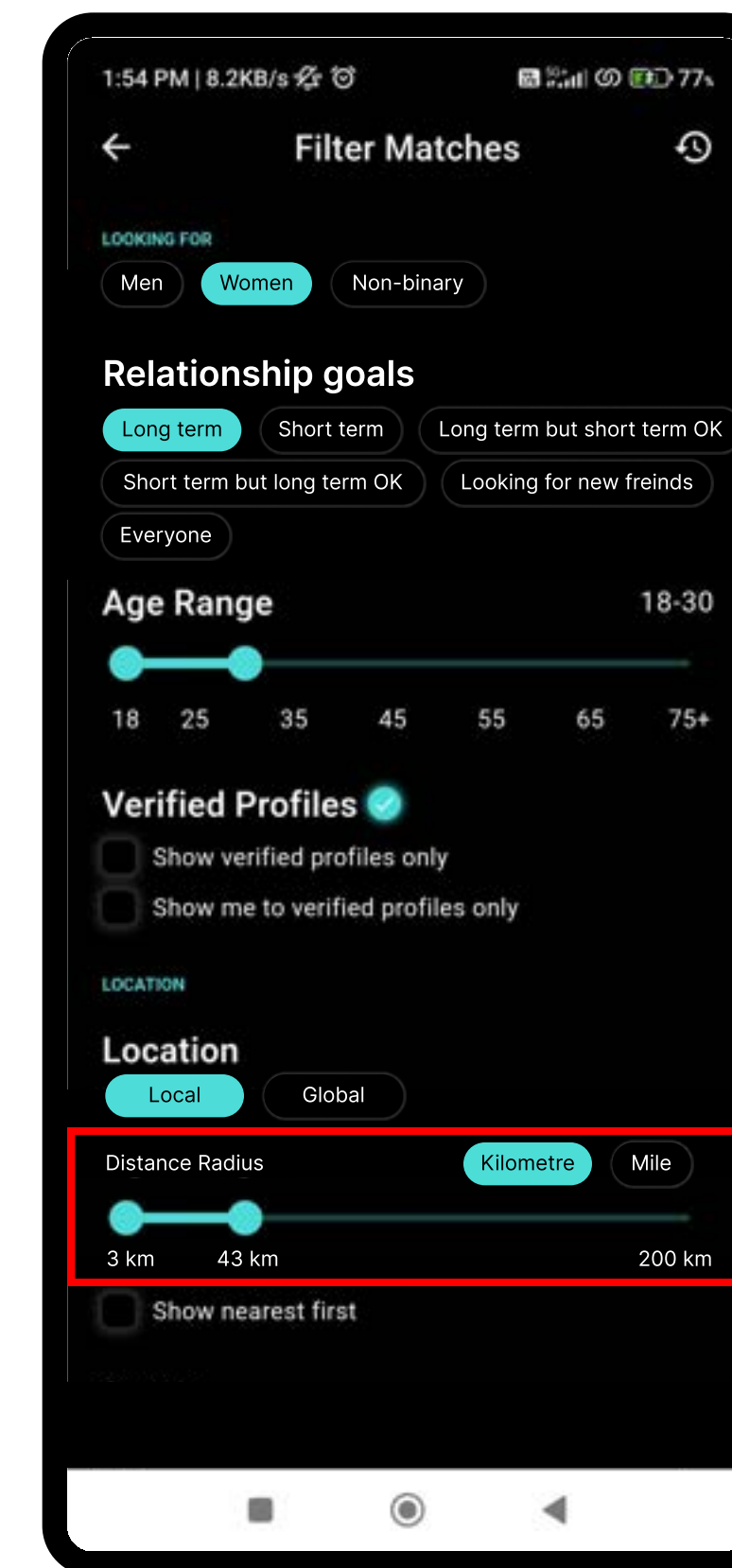
- More ability to users for having preferences in a date
- Better compatibility

How Boo will benefit

- Enhanced user experience and engagement
- Increased user activation



Step 1: Select the "Filter Matches" option in Match screen



Step 2: Slide the Distance radius bar to select distance limit of your potential date as per convenience

Recommendations

3. Relationship Goals

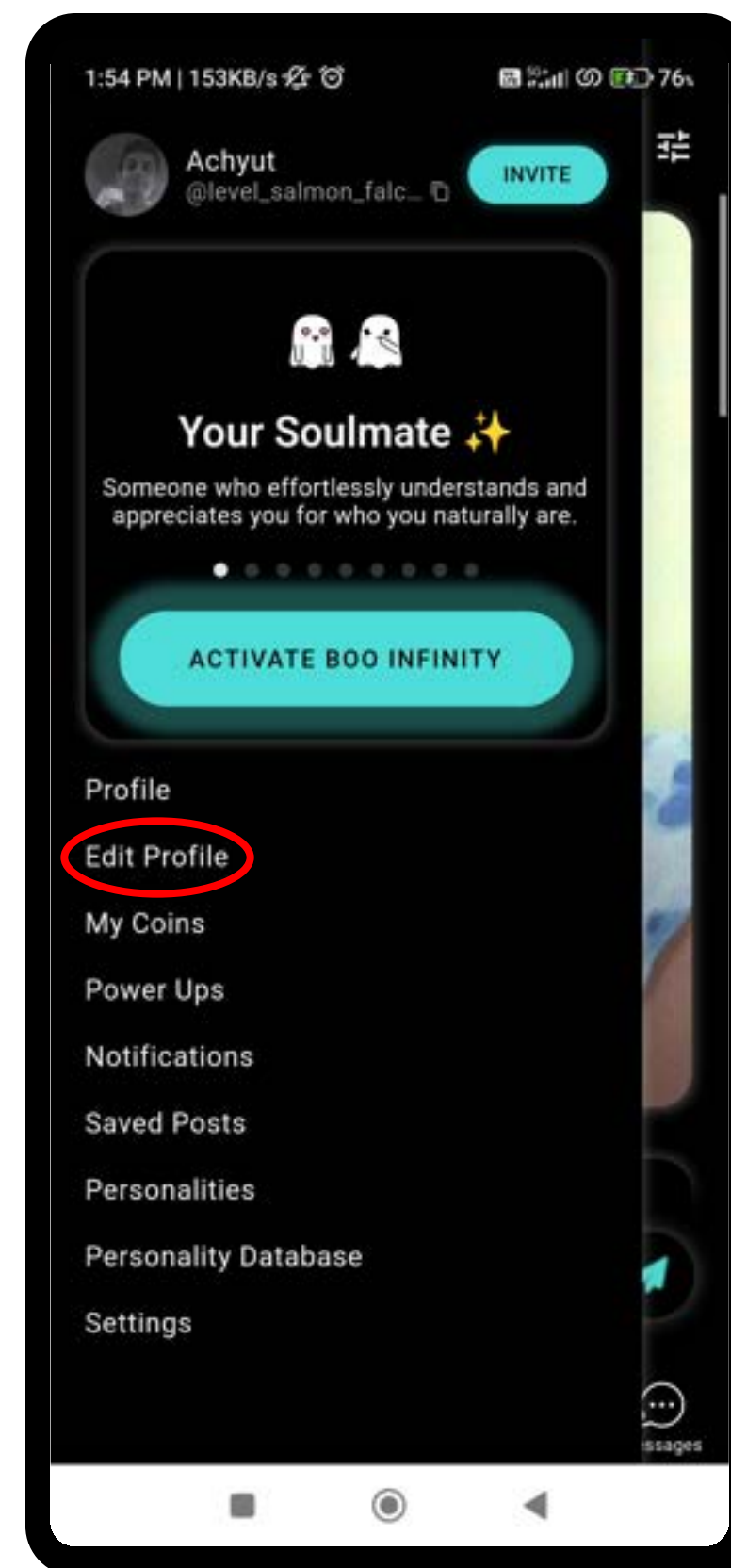
This feature will allow user to select the specific type of relationship they want to have. The options include — long term, long term but short term ok, short term but long term ok, short term, friends, not certain. This option will be available in 2 places — Edit Profile Screen (to let others know what you are looking for) and Filter screen (to find someone with similar relation goals).

How users will benefit

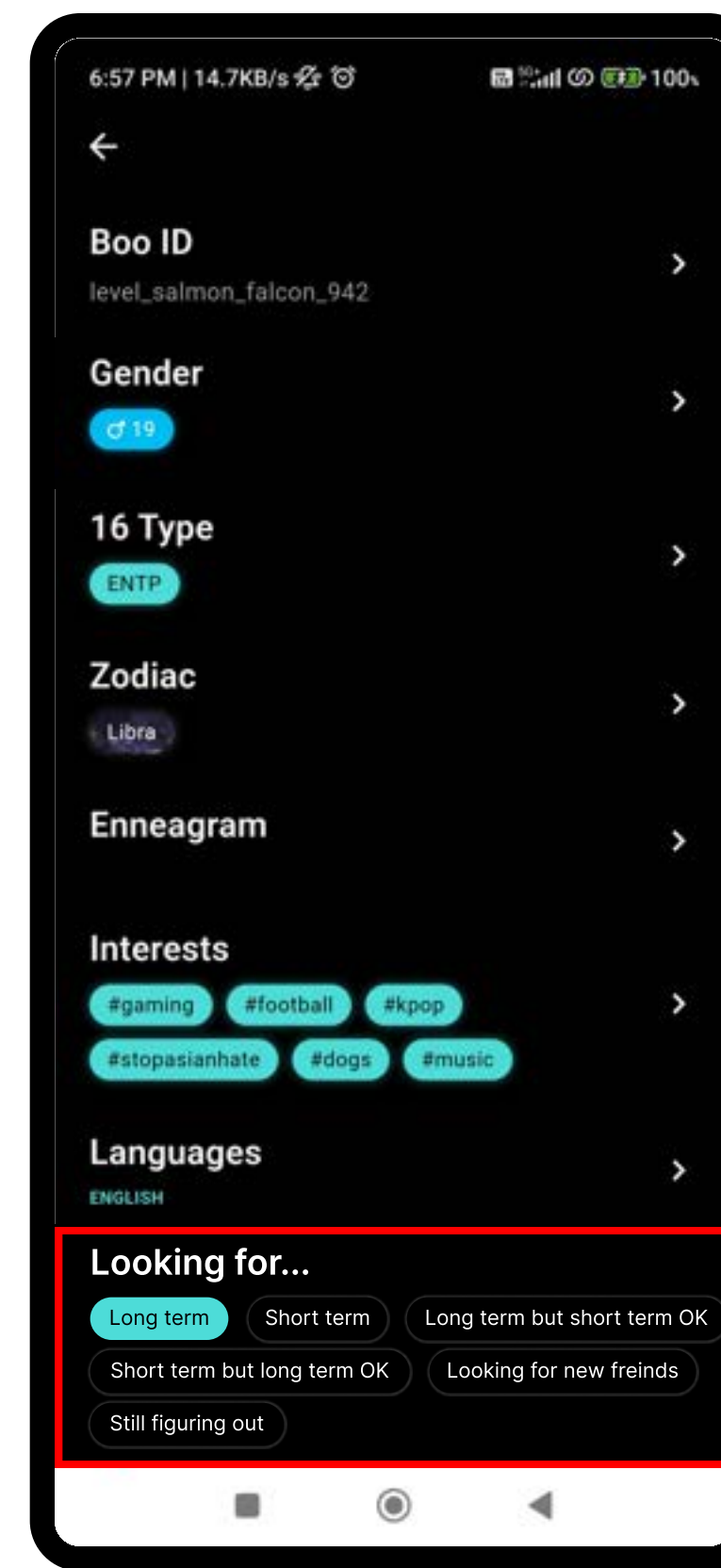
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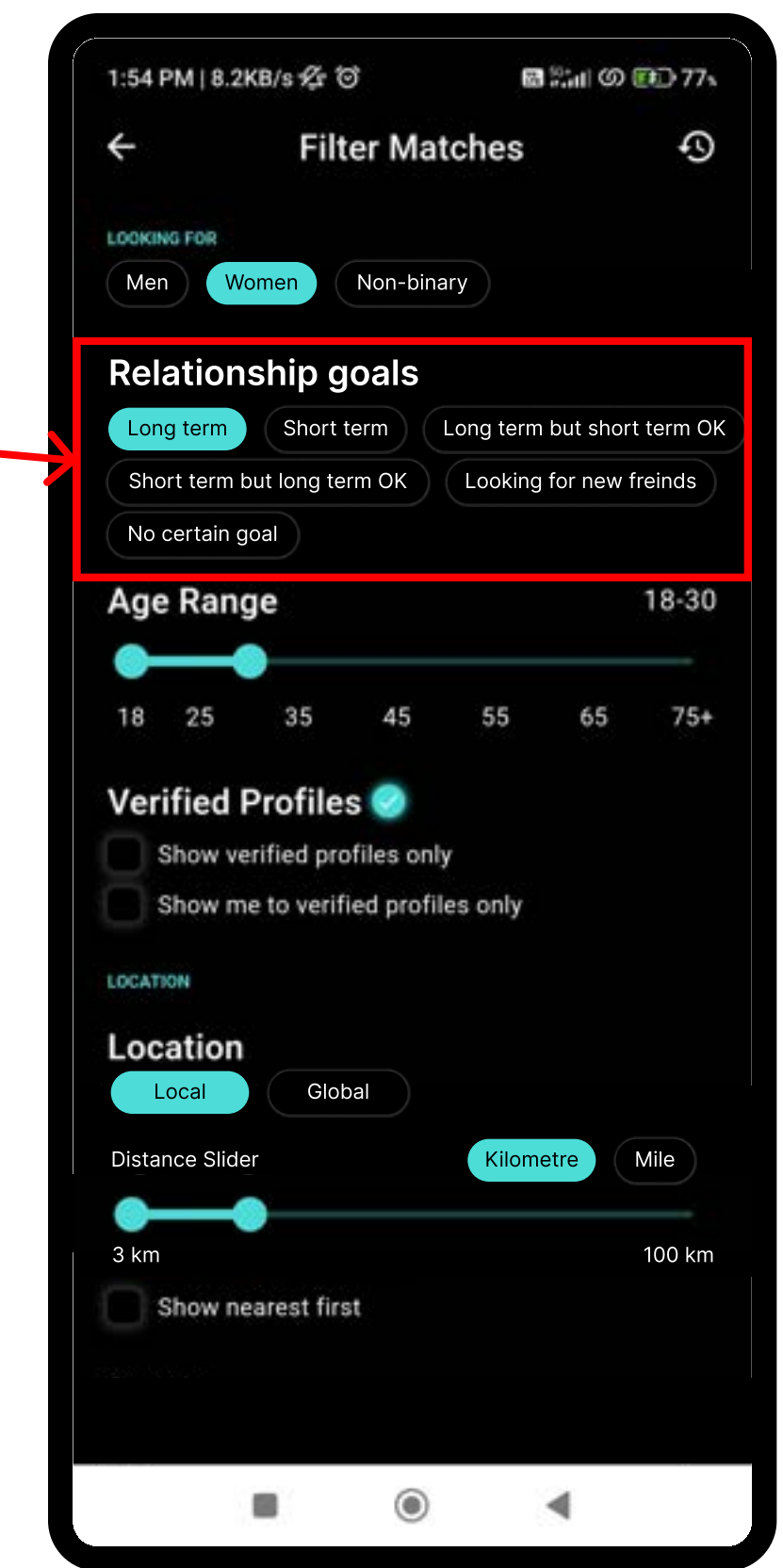


Step 1: Open Navigation Menu and select "Edit Profile"



Relationship goals in "Filter Matches" screen allows you to find people with similar interests. Your choice here will not be visible to others.

Step 2: Scroll down to "Looking for..." to select the type of relation you want. Your choice here will be visible to others



Key Metrics

North Star metric:

Rate of user activation

Supporting metrics:

- **Surfing rate:** This metric measures number of profiles a user either likes or dislikes on a daily, weekly or monthly basis.
- **Rate of ad consumption:** It is the percentage of users who have turned on "Allow Ads" feature.
- **User retention:** This metric evaluates how many users continue to use Boo app over time.

Thank You

